

What is claimed is:

1. A method for systematically and consistently developing a business opportunity, the method comprising the steps of:

- 5 performing an initiation meeting;  
performing a pre-invent session;  
performing pre-work;  
performing an invent session;  
designing a business opportunity environment;  
10 developing the business opportunity environment;  
demonstrating the business opportunity environment;  
refining a business plan;  
performing an alignment meeting;  
performing a commitment meeting; and  
15 marketing a pilot.

2. The method of claim 1 wherein the step of performing an initiation meeting further comprises the steps of:

- executing an agreement for a collaborative invent process; and  
20 executing an agreement to develop the business opportunity environment;

3. The method of claim 1 wherein the step of performing a pre-invent session further comprises the steps of:

- 25 preparing for the invent session;  
agreeing on goals;  
performing an assessment of existing research data;  
negotiating roles; and  
assigning responsibilities.

4. The method of claim 1 wherein the step of performing pre-work further comprises the steps of:

defining key questions;

gathering pre-existing research data from participants and assessing further research

5 requirements;

developing a plan to perform research;

executing primary research;

executing secondary research on customer segments, society, businesses, industry and technology trends; and

10 recruiting expert participation.

5. The method of claim 1 wherein the step of performing the invent session further comprises the steps of:

generating a common understanding of the research and choosing an initial focus area;

15 generating a roadmap and development of a strategic business plan associated with the business opportunity; and

defining a customer experience associated with the business opportunity environment.

6. The method of claim 1 wherein the step of designing the business opportunity environment further comprises the steps of:

20

designing an experience goal associated with a pilot; and

designing a technical architecture associated with the pilot.

7. The method of claim 1 wherein the step of developing the business opportunity environment further comprises the steps of:

25

developing technical architecture associated with the business opportunity environment; and

building a prototype associated with the business opportunity environment.

**8.** The method of claim 1 wherein the step of demonstrating the business opportunity environment further comprises the steps of:

- demonstrating the pilot as a proof of concept;
- analyzing customer response to the business opportunity environment; and
- determining impact on the business case.

**9.** The method of claim 1 wherein the step of refining the business plan further comprises the step of:

- defining a substantially total customer experience;
- defining a business model; and
- defining a technology architecture roadmap.

**10.** The method of claim 1 wherein the step of performing an alignment meeting further comprises the steps of:

- gaining alignment from key stakeholders; and
- outlining roles and resources associated with moving forward.

**11.** The method of claim 1 wherein the step of performing a commitment meeting further comprises the steps of:

- finalizing roles;
- finalizing resources;
- identifying substantially critical assumptions; and
- finalizing a substantially detailed short term plan associated with moving forward.

12. The method of claim 1 wherein the step of marketing the pilot further comprises the steps of:

introducing the pilot to at least one of, an initial target market, an initial target segment and an initial target location; and

5 performing a limited market test associated with understanding customer uptake.

13. The method of claim 1 further comprising the step of validating a business venture.

10 14. The method of claim 13 wherein the step of validating a business venture further comprises the steps of:

examining assumptions;

building a business case; and

defining technical options.

15 15. A method for systematically and consistently developing a strategic plan to create high growth business opportunities, the method comprising the steps of:

performing an initiation meeting;

performing a pre-invent session;

performing pre-work;

20 performing an invent session;

validating a business venture;

designing a business opportunity environment;

developing the business opportunity environment;

demonstrating the business opportunity environment;

25 refining a business plan;

performing an alignment meeting;

performing a commitment meeting; and

marketing a pilot.

**16.** The method of claim 15 wherein the step of performing an initiation meeting further comprises the steps of:

- executing an agreement for a collaborative invent process; and
- executing an agreement to develop the business opportunity environment;

5

**17.** The method of claim 15 wherein the step of performing a pre-invent session further comprises the steps of:

- preparing for the invent session;
- agreeing on goals;
- performing an assessment of existing research data;
- negotiating roles; and
- assigning responsibilities.

10

**18.** The method of claim 15 wherein the step of performing pre-work further comprises the steps of:

15

- defining key questions;
- gathering pre-existing research data from participants and assessing further research requirements;
- developing a plan to perform research;
- executing primary research;
- executing secondary research on customer segments, society, businesses, industry and technology trends; and
- recruiting expert participation.

20

**19.** The method of claim 15 wherein the step of performing the invent session further comprises the steps of:

25

- generating a common understanding of the research and choosing an initial focus area;
- generating a roadmap and development of a strategic business plan associated with the business opportunity; and
- defining a customer experience associated with the business opportunity environment.

30

**20.** A computer readable medium on which is embedded computer software comprising a set of instructions for executing a method of systematically and consistently developing a strategic plan to create high growth business opportunities, the method comprising:

performing an initiation meeting;

5 performing a pre-invent session;

performing pre-work;

performing an invent session;

designing a business opportunity environment;

developing the business opportunity environment;

10 demonstrating the business opportunity environment;

refining a business plan;

performing an alignment meeting;

performing a commitment meeting; and

marketing a pilot.

15